

SAPPER HORACE MOORE-JONES STATUE COMMISSION

INTRODUCTION

Hamilton group TOTI seeks to commission a significant public statue to commemorate Sapper Horace Moore-Jones (1868-1922)

- in a high-profile public position in Victoria Street
- associated with the cul-de-sac renamed last year in his honour and
- the Hamilton Hotel heritage site where he gave his life saving others from the fire of 1922

This commission will mark the Centennial of the First World War (1914-1918), and the city's 150th anniversary. We have consulted widely, including Moore-Jones' descendants. There is expectation of broad public appeal, an outstanding example of Public Art, and perceived value for costs in the current financial climate. (site photographs available)

The project is of national significance. 'Anzac Corner' is forecast to become a popular destination, and marshalling place for the city's annual Anzac Day parades. The project theme is '*We Shall Remember*'.

Hamilton City Council consented to the proposed commemorative statue and site (13 November 2012), and approved TOTI's application for the street name change (30 November 2012). Council approval will be required of the favoured statue concept and detailed design.

SUMMARY

- **Registration deadline – Friday 15 February 2013**

This is an open invitation to artists to register. The competitive element is in the quality of concepts presented and the achievability of those concepts, not the reputation of the artist. We envisage an outstanding example of Public Art re-instating an aspect of our WW1 heritage and capturing the essence of Horace Moore Jones - soldier, artist, teacher, and hero.



Sapper Horace Moore-Jones



The Man with the Donkey



There is room for proposals to come from individuals, partnerships and groups. Collaborations are welcome and those with differing skills may consider working together (e.g. portrait sculptors with stone carvers). Artists may register for the Moore-Jones project and as well lodge interest in our *He Tangata* series, or any one of the characters proposed for commemoration.

Artists registering must provide a design concept, construction plan, budget, brief bio and contact details plus any other information about yourself and your work you consider relevant (including any affiliations or gallery representation) – Deadline **Friday 15 February 2013**.

We will accept jpeg format images by email to info@toti.co.nz or on CD or hard copy to TOTI, PO Box 7216, Hamilton East 3247. We will not be returning this information. There will be direct contact and ongoing discussions with short-listed artists and an appropriate contract negotiated with the finalist/s once we decide to proceed to the commissioning stage.

TOTI ROLE:

TOTI Trust is the commissioning body. Our project manager will work closely with the artist/s both during the process and installation. Our role (via the project manager) will be to ensure the artist delivers an outcome of the nature and quality expected and that any changes are clearly understood and agreed. An Artist's Contract and Schedule will be agreed to ensure ease of progress.

This commission is intended to commemorate Sapper Horace Moore-Jones as a hero and mark the Centennial of the First World War (1914-1918). Our theme includes the Gallipoli Campaign and the origins of Anzac Day (1915). Of the 100,000 who served in WWI, 16,700 did not return. The loss of life brought social and economic consequences, and it was the bloody slopes of Gallipoli in 1915 that historians and social analysts suggest gave rise to New Zealand's sense of nationhood and common parlance to the term Anzacs and the Anzac Spirit.

This recognition of Sapper Horace Moore-Jones is part of our *He Tangata* Project marking the 150th anniversary of the Waikato War (1862-1863) and Hamilton's military settlement - 'Telling the Stories' of significant characters from our past by integrating history and art. Further details are available from our website www.toti.co.nz (in development)

SAPPER MOORE-JONES BACKGROUND:

ANZAC soldier, artist, teacher & Hamilton hero

Horace Moore-Jones was internationally acclaimed for his revealing illustrations of the 1915 Gallipoli Campaign in the First World War (1914-1918). There he pioneered the 'war artist' role for New Zealand's Defence Forces. In 1918 he became Hamilton High School's founding art master. On 3 April 1922, he twice re-entered the burning Hamilton Hotel to rescue others, later dying of his burns. The public lined Victoria Street and stood in silence while his funeral cortege passed.

The first national retrospective exhibition of Moore-Jones work was held at the Hamilton Art Gallery in 1964 by the Waikato Society of Arts to mark Gallipoli's 50th anniversary and the city's centennial. The Hamilton street naming last year (2012) is the first recognising Moore-Jones in New Zealand despite his celebrity status a century ago and widespread public recognition of his Gallipoli painting "*Man with the donkey*".

Gallipoli 1915

In his mid-40s Horace Moore-Jones altered his age and appearance to volunteer for war as a sapper in the Engineering Corps. He was among the first Anzac soldiers in the disastrous April 1915 landing on the Gallipoli Peninsula now commemorated as Anzac Day.

The Allies had no reliable maps and Moore-Jones crawled behind enemy lines to provide precise battlefield sketches of enemy positions and terrain to guide gunners and plan defence. He witnessed the field medics at work in the bloody battlefields where 12 New Zealanders were killed and 22 wounded every day for the 240 days of the campaign - 2779 gave their lives, some 200 of them from Hamilton & Waikato. Wounded and exhausted, Moore-Jones was sent home, decorated. His Gallipoli paintings followed, with a popular London exhibition in 1916.

National Celebrity

The soldier artist's 1917 New Zealand lecture tour of his 'Gallipoli Series' attracted thousands and made him a national celebrity, with so many families counting dead, wounded and missing as WWI continued to claim their soldier sons. He remained an influential figure after the war.

'Man with the Donkey'

Moore-Jones' watercolour of Richard Henderson the Gallipoli field medic with a donkey carrying a wounded soldier to safety, is an enduring Anzac symbol of courage recalled annually on Anzac Day (25 April) alongside the red Flanders poppy of the Western Front.

Acclaimed one of the most important pieces of Australasian war art, 'Man with the Donkey' (aka as 'Simpson/Henderson and his Donkey') is symbolic of the Anzac Spirit, the nation-building sacrifice of war, and the birth of our nationhood. It has been translated into a variety of formats including a statue at Wellington's National War Memorial & the Anzac Medallion for Gallipoli veterans.

New Zealand's 'coming of age'

Hamilton Gallipoli historian Richard Stowers says WWI's Gallipoli Campaign was "a disaster...a human tragedy for all New Zealanders, particularly relevant to this city and region with over 200 local boys killed, many more returning home maimed or unfit for further military service. It was our baptism of fire that established the term Anzac and led New Zealand to 'come of age' as a nation. The tragic impact is clear from the records of the dead and injured."

AIMS OF COMMISSION:

This Public Art opportunity is open to individuals and groups. Artists are asked to register and provide a concept (**by 15 February**) for a high impact and durable statue/sculpture. TOTI's final selection will be based on perceived sustainable public value to the Hamilton and Waikato community and the nation, as well as the ability to deliver the statue on time and within budget.

The creative task is to represent the essence and achievements of Sapper Horace Moore-Jones. Moore-Jones was a field artist and essential map-maker during WW1 best known for his iconic ANZAC paintings; he was also a celebrity, influential in the post-war arts scene and the wider community; and he was a Hamilton art teacher and deemed a hero when fire ravaged the Hamilton Hotel in 1922. The project theme "We Shall Remember" is at the core of this commission.

SITE:

The statue/sculpture will be situated in the Victoria Street central median across from the Hamilton Hotel site and the newly named Sapper Moore-Jones Place (see map attachment). The site has been chosen because it is:

- near the site where Horace Moore-Jones died
- in the heart of Hamilton's thriving cafe, cultural & heritage precinct,
- will provide a prominent meeting place in the central city
- near Waikato Museum, gateway to the Waikato River & riverside walkways

DESIGN CONCEPT:

Our public consultation has confirmed the call for a sculpture to express the sentiments arising from the life and achievements of Sapper Moore-Jones as well as reflect his 'Man and the Donkey' image. The project proposal has attracted a high level of expectation, including insistence on broad public appeal plus a tight budget in accord with tight economic times.

One publicised concept from arts veteran and TOTI advisor Hamish Keith references Chicago's **Merchandise Mart Hall of Fame**, a giant version of Christchurch's '**12 Local Heroes**' - but with a plinth at least two-metres tall and decorated in the manner of ancient friezes and bas-relief to tell 'our hero's story'. And Norway's famous 14metre '*monolith*' in Vigeland Sculpture Park.

<http://www.stuff.co.nz/waikato-times/news/7830707/Heads-on-columns-to-remember-Waikato-heroes>

<http://chicago-outdoor-sculptures.blogspot.co.nz/2007/11/merchandise-mart-hall-of-fame.html>

<http://www.flickr.com/photos/christchurchcitylibraries/4312851662/>

<http://www.flickr.com/photos/viseth01/8362814454/>

However, representation, open interpretation and conceptual approaches will all be considered. We envisage a substantive physical construct, a space-specific landmark, a 21st Century reminder, and an outstanding example of Public Art re-instating an aspect of our heritage. Digital tools may include QR coding and internet/web access to literature, film & archives related to the subject.

A requirement is that the design concept:

- is a contemporary three dimensional work
- is innovative and original
- tactile and user friendly
- related to the physical site
- created from sustainable long-lasting materials
- achievable in the time frame and budget
- has an integrated digital component

Extensive background information is available:

<http://www100.govt.nz/gallipoli-hero-honoured-in-hamilton-90-years-after-his-death#.UOpJv-TNYy0>
<http://www.stuff.co.nz/waikato-times/news/8021885/Street-renamed-in-honour-of-Hamilton-hero>
<http://www.stuff.co.nz/waikato-times/news/8018809/Governor-to-unveil-Sapper-Moore-Jones-place>
<http://www.stuff.co.nz/waikato-times/news/7486767/Street-renamed-for-hero>
<http://www.stuff.co.nz/waikato-times/news/6802783/Forgotten-Waikato-hero>

<http://www.teara.govt.nz/en/biographies/3m60/1>
<http://www.nzhistory.net.nz/people/horace-moore-jones>
<http://www.nzhistory.net.nz/media/photo/moore-jones-painting-of-gallipoli>
<http://www.nzhistory.net.nz/war/anzac-day-1920-45>
http://en.wikipedia.org/wiki/ANZAC_spirit

DESIGN COMPETITION:

We have a database of recommended artists, recognised and established as well as emerging and newcomers, and have taken account of the call for local artists to be recognised.

Hamilton City Council Public Art policy allows for a 'public competition'. We are eager to support such a strategy by opening the opportunity up to all who wish to register and can provide evidence of their abilities.

The competitive element will be in the quality of the concepts presented, and the achievability of those concepts rather than the reputation of the artist. There is room for proposals to come from individuals, partnerships and groups. Collaborations are welcome and those with differing skills (e.g. bust sculptors with stone carvers) may consider working together.

Artists may register for the Moore-Jones project as well as the *He Tangata* series of characters, or any of the individuals (refer below). Dame Hilda Ross is the next priority.

Artists registering must provide a design concept, construction plan, and budget, with a brief bio and any other information about yourself and your work you consider relevant (including any affiliations or gallery representation) – **Deadline Friday 15 February 2013.**

We will accept jpeg format images by email to info@toti.co.nz or on CD or hard copy to TOTI, PO Box 7216, Hamilton East 3247. We will not be returning this information.

DESIGN SELECTION PROCESS:

The assessment criteria will include:

- theme interpretation
- ability to represent and articulate idea clearly
- quality of concept
- relationship to site
- suitability of materials to idea
- ability to translate concept into physical form
- achievability

TIMETABLE:

- **FIRST STAGE** - registration (with design concept, construction plan, budget & bio) by **Friday 15 February 2013 (target Public Art Panel meeting 20 February 2013)**. To include:
 - **Your design concept:** a one-page narrative text on your proposed work and its relationship to the legacy of Sapper Horace Moore-Jones and the First World War, plus a visual representation ie sketch or graphic
 - **Your construction plan**
 - **Proposed budget**
 - **Brief artist CV (bio & contact details)**
- **SECOND STAGE** – shortlisted applicants will be interviewed & designs discussed. Favoured finalist's concept endorsed by Council (**target HCC meeting 11 April 2013**)
 - Proceed to final design and visualisations
 - Contract negotiated
- **THIRD STAGE** - developed design & visualisations endorsed (**target HCC meeting 23 May or 4 July 2013**)
 - Contractual commissioning arrangements completed, and the finalist announced.
- **INSTALLATION** – by **31 March 2014**

THE JURY

The selection jury will include TOTI board members and art & history advisors. Final approval of the artist's concept rests with the City Council and their consideration of the Public Art Panel's recommendation. TOTI will make the decision whether or not to proceed to the commissioning stage.

TOTI board members are:

Bill McArthur ONZM, PhD, industrialist & academic, media interests, TOTI group founder & chair
Contact Bill bill@macarthurgroup.co.nz Mobile 027 5808093

Margaret Evans CBE MSocSc, research, policy, & Civil Society interests, former Hamilton Mayor
Contact Margaret Margaret.Evans.nz@gmail.com Mobile 021 2044674

Mavora Hamilton, Opportunity Hamilton, business & NGO interests, former City Councillor
Contact Mavora Mavora@perry.co.nz

Penny Pollard, PhD, research & policy interests, former community development advisor
Contact Penny pennyapollard@hotmail.com

Chris Wright, social science & accountancy, international students in NZ tertiary education
Trust manager - Contact Chris chriswrightnz@gmail.com Mobile 021 2580392

HE TANGATA PROJECT

He Tangata is named for the widely known NZ proverb/whakatauki which attests that:

'People are the most important thing in the world'

'He aha te mea nui o te ao? He tangata. He tangata. He tangata.'

Our project is influenced by the significant set of anniversaries ahead:

- 2013 - 150th anniversary of the Waikato War (1863-64)
- 2014 - 150th anniversary of Hamilton's military settlement (1864) & Centennial of WWI (1914)
- 2015 - Centennial of Gallipoli & the landing at 'Anzac Cove' (25 April 1915).

Our short list:

Whaka-o-tirangi – ‘Arrival’: Ancient Leader of the Tainui Waka migration & settlement throughout Waikato (circa 14th century), an heroic & anointed noble woman of great mana and significance, her story diminished by 19th & 20th century re-telling of oral traditions. Lost in history’s mists, she represents the previous era, the times before ours. Hers is a legendary blockbuster – a passionate narrative of battles, love & betrayal, mystery & magic, and the struggle to survive on this new land.

Thomas Russell, Frederick Whitaker & Co – ‘The Insiders’: Architects of the Waikato War & land grab, the Crown confiscation of Waikato-Tainui lands, & Hamilton’s foundation as a military settlement (1863-64). The birth-time of the contemporary era, our times. These men went on to control hundreds of thousands of hectares in the Waikato hinterland as well as their Hamilton investments, local Parliamentary seats & council. To some they are entrepreneurial heroes, to others profit-driven ‘bad buggers’, but they were the founding fathers in so many ways. Political & business pioneers certainly.

Sapper Horace Moore-Jones (1868-1922) – ‘We Shall Remember’: Soldier, artist & teacher whose WWI Gallipoli Campaign painting ‘Man with the Donkey’ is the enduring Anzac image. This is acclaimed one of the most important pieces of Australasian war art, symbolic of the nation-building sacrifice of war & birth of our nationhood. Yet the artist is rarely recognised, historically invisible, his life and heroic death in Hamilton largely an untold story.

Dame Hilda Ross (1883-1959) – ‘For the Children’: ‘Mother of NZ’ pioneering politician who tackled the hard issues with hands-on and unremitting efforts, focusing particularly on children, for the future. She left her mark locally and nationally on most aspects of NZ society and culture - in politics locally and in Parliament; as co-founder of children’s health camps; in music and theatre as a teacher, pianist and conductor; in Anglican Church affairs. A lifetime of community service. Hamilton’s first woman councillor & Deputy Mayor, MP and Cabinet Minister.

Brian Perry (1937-2011) - ‘Innovation, Ethics and Commitment’: Nationally acknowledged businessman, entrepreneur and philanthropist, the contemporary 21st Century hero. Many awards, NZ Business Hall of Fame, etc. Over the past three decades, his Brian Perry Charitable Trust has funded a wide range of community projects covering education, sports, arts and culture. Widely respected & loved for his personal and professional ethics, a quality model of the ‘Good Person, Great Citizen’.

